

**GOVERNMENT OF INDIA
TOURISM
LOK SABHA**

UNSTARRED QUESTION NO:532
ANSWERED ON:28.02.2008
INCREDIBLE INDIA CAMPAIGN IN IRAN
Rao Shri Sambasiva Rayapati

Will the Minister of TOURISM be pleased to state:

- (a) whether the Incredible India campaign will be carried out in Iran;
- (b) if so, the details thereof;
- (c) whether Iranian Government is contemplating to increase cooperation between the two countries and activities in culture and tourism sectors; and
- (d) if so, the details thereof?

Answer

THE MINISTER OF TOURISM AND CULTURE(SMT. AMBIKA SONI)

(a) to (d) : Yes, Sir. The Incredible India campaign focusing on Middle East also covers Iran. In addition, the Indiatourism Office in Dubai undertakes a number of promotional activities in Iran to boost inbound tourism to India from Iran. During the Fourteenth Session of the Joint Commission held between India and Iran on 21st and 22nd February 2005 in New Delhi, the Government of India has signed a Memorandum of Understanding with Islamic Republic of Iran for cooperation in various fields including tourism and culture